

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A system comprising:
 - a plurality of casino games located in a gaming establishment wherein at least some of the games include a reader component adapted to detect a RFID tag in proximity to the reader component and read data from the RFID tag, wherein the RFID tag is carried by an individual in the gaming establishment;
 - a network communicably coupling the plurality of casino games in the gaming establishment; and
 - an information system communicably coupled to the network and including software operable on the system to associate location data with the reader component of each of the plurality of casino games and to record information concerning the movement and activities of an individual in a gaming establishment as determined from reading the RFID tag carried by the individual in the gaming establishment;wherein upon detection of the RFID tag carried by the individual, the casino games send the data from the RFID tag to the information system and wherein the information system uses the data received from the casino games and the location data to determine the movement of the individual through the gaming establishment.
2. (Original) A system according to claim 1 further including a data transmission system connecting the reader component to the information system and wherein the transmission system comprises physical connectors connecting the information system to the reader components.
3. (Original) A system according to claim 1 further including a data transmission system connecting the reader component to the information system and wherein the transmission system comprises RF transmission components passing data between the reader components and the information system using radio frequency transmissions.
4. (Original) A system according to claim 1 wherein the reader component is an antenna.

5. (Original) A system according to claim 4 further wherein the reader component includes a reader unit receiving input from the antenna.

6. (Original) A system according to claim 5 further wherein the reader unit is located in the casino game.

7. (Original) A system according to claim 5 further wherein the reader unit is located outside of the casino game.

8. (Original) A system according to claim 4 further including a reader unit receiving input from a plurality of antennas wherein the antennas are located in two or more different casino games.

9. - 58. (Canceled)

59. (Previously Presented) A system comprising:

a plurality of casino games located in a gaming establishment having one or more reader components positioned therein, wherein the reader components are adapted to detect a RFID tag in proximity to the reader component and read data from the RFID tag, wherein the RFID tag is carried by an individual in the gaming establishment;

a network communicably coupling the one or more reader components in the gaming establishment; and

an information system communicably coupled to the network and including software operable on the system to associate location data with the one or more reader components and to record information concerning the movement and activities of an individual in a gaming establishment as determined from reading the RFID tag carried by the individual in the gaming establishment;

wherein upon detection of the RFID tag carried by the individual, the one or more reader components send the data from the RFID tag to the information system and wherein the information system uses the data received from the casino games and the location data to determine the movement of the individual through the gaming establishment.

60. (Original) A system according to claim 59 wherein the reader component is an antenna.

61. (Original) A system according to claim 60 further wherein the reader component includes a reader unit receiving input from the antenna.

62. (Original) A system according to claim 59 further wherein the reader unit is located in the casino game.

63. (Original) A system according to claim 59 further including a reader unit receiving input from a plurality of antennas wherein the antennas are located in two or more different locations.

64. - 81. (Canceled)

82. (Previously Presented) A method comprising:

associating location data with each of a plurality of reader components in a gaming establishment having a plurality of casino games therein;

detecting an RPID tag in proximity to a reader component of the plurality of reader components wherein the RPID tag is carried by an individual in the gaming establishment reading data from the RPID tag;

transmitting the data to an information system; and

recording information concerning the movement or activities of the individual in the gaming establishment as determined from reading the RPID tag carried by the individual in the gaming establishment and as determined by the location data.

83. (Previously Presented) The method of claim 82, wherein recording information concerning the movement or activities of the individual includes recording the individual's game playing history by determining the proximity to a casino game of the RPID tag carried by the individual.

84. (Previously Presented) The method of claim 82, further comprising detecting an RPID

tag in proximity to a casino game whether or not the individual plays the casino game.

85. (Previously Presented) The method of claim 82, wherein the RPID tag is mounted in a token or card an individual uses in connection with playing a casino game.

86. (Previously Presented) A computer-readable medium having stored thereon computer executable instructions for causing one or more processors to perform a method, the method comprising:

associating location data with each of a plurality of reader components in a gaming establishment having a plurality of casino games therein;

detecting an RFID tag in proximity to a reader component of the plurality of reader components in wherein the RFID tag is carried by an individual in the gaming establishment reading data from the RPID tag;

transmitting the data to an information system; and

recording information concerning the movement or activities of the individual in the gaming establishment as determined from reading the RFID tag carried by the individual in the gaming establishment and as determined by the location data.

87. (Previously Presented) The computer-readable medium of claim 86, wherein recording information concerning the movement or activities of the individual includes recording the individual's game playing history by determining the proximity to a casino game of the RFID tag carried by the individual.

88. (Previously Presented) The computer-readable medium of claim 86, wherein the method further comprises detecting an RPID tag in proximity to a casino game whether or not the individual plays the casino game.

89. (Previously Presented) The computer-readable medium of claim 86, wherein the RFID tag is mounted in a token or card an individual uses in connection with playing a casino game.

90. (New) The system of claim 1, and wherein the information system is operable to determine how long the individual has been playing the casino games based on the data received from the casino games and the location data.

91. (New) The method of claim 82, and further comprising determining how long the individual has been playing the casino games based on the data received from the casino games and the location data.